

METHOD, APPARATUS AND SYSTEM FOR PROVIDING VARIABLE
MARKET INFORMATION DISCLOSURE IN AN AUCTION

ABSTRACT OF THE INVENTION

5 A method and system for conducting an auction having at least two competing
bidders is disclosed. The method includes receiving bid data from at least one bidder and
providing the bid data to a bidder that meets a condition for receiving the bid data. An
apparatus for determining a suggested bid value that surpasses a selected bid is also
disclosed. The apparatus includes a computer readable medium having stored thereon
instructions which, when executed by a processor, cause the processor to provide a user
10 selectable facility which, when selected establishes the value of the selected bid,
calculates the suggested bid value by subtracting a predetermined minimum differential
value from the selected bid value, and conveys the suggested bid value to the user.